



PAC UNIVERSITY

COM 303 Jan. – Apr. 2020 Exam

Valley Road Campus

Evening Class

INSTRUCTIONS

QUESTION ONE IN SECTION A IS COMPULSORY AND HAS 10 MARKS

SECTION B - 30 Marks. Choose any three questions

SECTION A

1. Citing relevant examples within your context, identify the differences between the following:
 - (i) Advertising and Marketing (2marks)
 - (ii) Advertising and Promotion (2marks)
 - (iii) Advertising and Persuasion (2marks)
 - (iv) Advertising and Propaganda (2marks)
 - (v) Advertising and Advocacy (2marks)

SECTION B

Answer any other THREE questions. Each question has 10 marks

2. Justify five ways through which digital media influences advertising (10 marks)
3. Examine any five ethical issues in advertising that PAC University has to consider in preparation for the post-Covid reopening. (10 marks)
4. Discuss how you can apply FIVE types of advertising appeals to situations related to any multinational company of choice. (10 marks)

5. Illustrate five reasons why individuals and companies engage in branding. (10 marks)